

MARKETING STRATEGY FOR CONNECTED BRANDS

LANGUAGE:

English

PREREQUISITES:

One basic marketing course needed

TEACHING METHODS:

Lectures, case studies, conferences from marketing managers, discussion of articles and videos and development of group projects will be used depending on the course. Participation to company games will also be organized.

EVALUATION

METHODS:

Individual exams and group projects



CONTENT

The objective of this new marketing major is to understand how to strategically manage brands in the new and changing digital landscape.

The new digital environment had a major impact on consumers' habits and needs. As a result, the way to understand, communicate and reach consumers has changed dramatically. The different courses organized in this major will tackle all these changes with state of the art concepts and models given by specialists in the different fields.

AIMS:

The objective is to master all the new concepts and techniques that are needed to manage brands in the current digital landscape. At the end of the course, the student will be able to develop on his own a marketing strategy and effective marketing program for a brand, using all the traditional and digital tools that are available in the market today. He will also understand how the multiple digital data can be used to predict consumer behavior and achieve a good ROI.



5 MANDATORY COURSES

- Marketing Research
- Digital Marketing
- Brand Management
- Big Data/Data Mining Applied to Marketing
- On-line and Off-line Communication Strategies

Acquired Skills:

Knowledge and reasoning using multiple digital data, Scientific and systematic approach, Project management skills, Communication and interpersonal skills.

Career Opportunities:

The student will be prepared for careers in marketing or general management or consulting. In marketing, he could become a Brand manager in an international company, in a medium size company or in start-ups in multiple industries from Consumer Goods to services or BTB. He could become marketing analyst or consultant or work in advertising or digital agencies.